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January 23, 2006

**Via Facsimile 571.273.8300**Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: Serial No.: 09/833,099  
Internet-Audiotext Electronic Advertising System with Psychographic Profiling and Matching  
Examiner: Ricardo M. Pizzaro  
Art Unit: 2662  
Confirmation No.: 1374  
Our File: 1405-1012

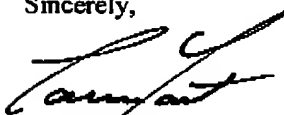
Dear Sir:

Enclosed for filing please find the following items (21 + 1 pages) relating to the above-identified application:

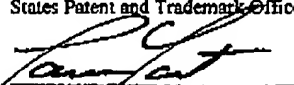
- (1) Response to Office Action (21 pages).

If you have any questions or comments concerning this matter, please call the undersigned at your earliest convenience. Otherwise, please accept the enclosed.

Sincerely,

Lawrence R. Youst  
Reg. No. 38,795

Enclosures

<p>Certificate of Transmission Under 37 C.F.R. §1.8</p> <p>I hereby certify that this correspondence is being transmitted by facsimile to the United States Patent and Trademark Office on January 23, 2006.</p>  <p>Lawrence R. Youst</p>
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**RECEIVED  
CENTRAL FAX CENTER****JAN 23 2006**

Attorney Docket No.: 1405-1012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application  
of: Gregory J. Speicher

Serial No.: 09/833,099

Filed: April 20, 2001

Art Unit: 2662

Confirmation No.: 1374

Examiner: Ricardo M. Pizarro

For: Internet-Audiotext Electronic Advertising  
System with Psychographic Profiling and  
Matching

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Response Under 37 C.F.R. §1.111**

Dear Sir:

This is a response to the Office Action dated October 21, 2005 which is due for reply by January 21, 2006. As January 21, 2006 was a Saturday, this response is being timely filed on Monday, January 23, 2006.

Amendments to the Specification begin on page 2,

Listing of the Pending Claims begins on page 7, and

Remarks begin on page 15.